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1981 2nd Quarter



Activity Report  
2nd QUARTER  
1981

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## REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

ECONOMIC DEVELOPMENT DEPARTMENT  
P.O. BOX 910, HAMILTON, ONTARIO L8N 3V9





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# THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

Economic Development Department  
Century 21, 100 Main Street East  
P.O. Box 910, Hamilton, Ontario L8N 3V9

Industrial Development Convention and Tourism (416) 526-4222  
Toronto Direct 362-1973

July 27, 1981

Refer to File No.

Attention of

Your File No.

## MEMORANDUM NO. 230

TO: The Chairman and Members  
Economic Development Committee

RE: SECOND QUARTER REPORT - YEAR TO DATE  
ECONOMIC DEVELOPMENT DEPARTMENT

### Report Consists of :

- I. Industrial/Commercial/Retail Development :
  - I.1 Highlights
  - I.2 New Inquiries For Plant Relocation
  - I.3 Firms Placed At New Address
  - I.4 Companies' Inquiries Still Outstanding
  - I.5 Companies' Inquiries Withdrawn
  - I.6 Companies Lost
  - I.7 Building Permit Summary
  - I.8 Firms New To The Region
  - I.9 Firms Newly Formed
  - I.10 Internal Moves
  - I.11 New Speculative Construction
  - I.12 Major Expansions
  - I.13 Summary Of Firms Placed
  - I.14 Summary of Firms Placed by Municipality

II. Conventions :

- II.1 Comparision Report of Conferences-Conventions for Hamilton-Wentworth, 1980-1981.
- II.2 Sales Promotions-April-June, 1981
- II.3 Prospects Forwarded - April-June, 1981.
- II.4 Conferences

III. Tourism :

- III.1 Tourist Booths
- III.2 Sales Promotions
- III.3 Guided Tours
- III.4 Tourism and Arts
- III.5 German Tourist Seminar

IV. Wentworth Heritage Village :

- IV.1 Highlights
- IV.2 Administration
- IV.3 Capital
- IV.4 Operating
- IV.5 Attendance and Sales Report, to June 30, 1981

Respectfully submitted,

John D. Morand, Director  
Economic Development

JDM:LMF:ni

INDUSTRIAL/COMMERCIAL/RETAIL DEVELOPMENT

I.1

HIGHLIGHTS

Despite record high interest rates, economic activity in the Region has rebounded slightly from the first quarter of 1981. The number of inquiries in the second quarter experienced a jump of over 100% from the same period in 1980, indicating the continued success of the Region's marketing campaign.

To date, sixty-six firms have located, relocated or expanded in Hamilton-Wentworth. This activity has created 531 new jobs and increased the tax base by over \$380,000.00

Historically, the second half of the year has shown the greatest activity and we are hopeful that this trend will continue.

The 50 million dollar airport expansion is well into its first phase of property requirement analysis. The INTACT Group (International Air Cargo Terminals Ltd.) has already announced a 10 million dollar complex of hangers and cargo handling facilities at the expanded airport. We are currently discussing the establishment of a High Technology Airport Industrial Park with INTACT.

Hamilton Council has unanimously endorsed construction of an Arena-Trade Centre in Jackson Square. The 18,500-seat facility will have a cost ceiling of 43 million dollars, and create over 200 new permanent jobs. This long-awaited project will complement the Convention Centre and proposed Hotel. Jackson Square will also gain a new 440,000 sq. ft. office tower as was announced previously.

Attendance at foreign trade shows continued to bear fruit in 1981. As a direct result of the Hannover Trade Fair and activity in Germany, Hess Concrete Machine Products has been established in Hamilton. This company which produces moulds for interlocking paving stones, and the machinery for their manufacture, currently employs four people with a tremendous potential for growth.

As well as Hannover, departmental staff have attended manufacturing trade shows in Geneva and Toronto and personally contacted interested companies throughout Europe. More inquiries have been generated and new prospects are being pursued.

As evidenced by the increase in inquiries, (240 in 1981 vs 162 in 1980) the department's advertising program is paying dividends. We were able to take advantage of rate reductions in the Globe and Mail allowing us to purchase a full page ad for the price normally paid for a one-eighth page. This ad, also reprinted in the Spectator, was in addition to our regular advertising in Canadian Business, Executive Magazine, Area Development (U.S.A.), Develop (Europe) and Nekkei Business (Japan). Although the current mail strike is delaying response, we expect a large backlog to arrive when a settlement is reached.

In an effort to provide the best information package available in Canada, the department has produced two new publications. Our Banking Proposal was forwarded to financial institutions contemplating entering Canada under revisions to the Banking Act. It points out the advantages of establishing at least a branch office in Canada's industrial capital. To date, we have had several positive responses from foreign banks who will be locating offices in Canada.

The Economic Development Department is co-operating closely with the Town of Dundas' Business Improvement Association and the City of Hamilton's Downtown Businessmen's Association. In conjunction with efforts to improve the environments of each of the downtown areas, the Department has contacted fifteen franchising groups to establish either outlets or Head Offices within the Region of Hamilton-Wentworth. Many have responded positively.

Our Director was recently presented with a Certificate by the American Economic Development Council, and now holds the designation of Certified Industrial Developer (C.I.D.). Subsequent to his attaining the certification, the Director has been asked to sit as a member of the Board of Regents of the American Economic Development Council, the only Canadian to be asked.

Our Executive Summary, also reprinted in German, is designed to provide "facts at a glance" for the busy German executive. We plan to print this brochure in French in the near future.

We are very proud that our publications swept six of eleven categories in the Literature Awards Competition at the American Industrial Development Association this past Spring.

The department is continuing its program of visiting local industry to make them aware of the services that we offer. We have also assisted local municipality committees in an advisory capacity and hosted a visiting delegation of German businessmen, representing RKW the Wesfalia Northern Rhine Region Business Organization. They were made aware of the Region's industrial potential and its locational advantages. Two delegates have since revisited the Region for further investigation pertaining to possible investment.

I.2

NEW INQUIRIES FOR PLANT RELOCATION

	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>* %</u>
1. Jan. - Feb. - Mar.	64	74	49	33	97	109	+12
2. Apr. - May - June	30	72	63	40	65	131	+102
3. July - Aug. - Sept.	43	63	68	59	141		
4. Oct. - Nov. - Dec.	<u>34</u>	<u>43</u>	<u>32</u>	<u>86</u>	<u>45</u>		
TOTAL	171	252	212	218	348	240	

\* Percentage change with respect to same period of the previous year

I.3

FIRMS PLACED AT NEW ADDRESS

	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>* %</u>
1. Jan. - Feb. - Mar.	53	33	28	20	38	32	-15.8
2. Apr. - May - June	20	28	34	34	38	34	-10.5
3. July - Aug. - Sept.	30	39	33	38	41		
4. Oct. - Nov. - Dec.	<u>10</u>	<u>30</u>	<u>31</u>	<u>49</u>	<u>42</u>		
TOTAL	113	130	126	141	159	66	

\* Percentage change with respect to same period of the previous year.

I.4

**COMPANIES' INQUIRIES STILL  
OUTSTANDING**

	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
1. January - February - March	5	1	16	106
2. April - May - June	5	4	21	128
3. July - August - September	1	7	117	
4. October - November - December	<u>4</u>	<u>41</u>	<u>32</u>	<u>  </u>
TOTAL	15	53	186	234
TOTAL OUTSTANDING				488

Inquiries are considered outstanding as long as the company demonstrates continuing interest in expansion or relocation. In some cases, the finding of a suitable property meeting all the company's requirements (rail, cranes, size, services, etc.) can take several years. This Department maintains records of the company's needs and when a property comes on the market, it is matched to the company's requirements.

I.5

COMPANIES' INQUIRIES WITHDRAWN

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
1. January - February - March	12	9	11	25	32
2. April - May - June	12	14	16	16	8
3. July - August - September	14	17	20	13	
4. October - November - December	<u>23</u>	<u>14</u>	<u>14</u>	<u>20</u>	<u>—</u>
TOTAL	61	54	61	74	40

Interpretation

The above are inquiries that have been withdrawn for such reasons as the following:

	<u>1980</u> <u>TOTAL</u>	<u>1981</u> <u>Yr.D</u>
1. Decided to expand on their existing property	8	4
2. Were unable to raise additional financing	6	5
3. Renewed lease on existing facilities	6	4
4. Looked here but went elsewhere	7	7
5. Proposed new business that failed to materialize	20	12
6. Abandoned development due to economic conditions	<u>27</u>	<u>8</u>
TOTAL	74	40

I.6

COMPANIES LOST

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
1. January - February - March	1	2	2	2	3
2. April - May - June	1	1	1	0	1
3. July - August - September		1		1	
4. October - November - December	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u> </u>
TOTAL	3	5	5	4	4

1981

<u>COMPANY</u>	<u>FROM</u>	<u>TO</u>	<u>EMPLOYEES</u>
Hamilton Containers	Hamilton	Oakville	3
Naples Macaroni	Hamilton	Toronto	12
Halman Manufacturing	Stoney Creek	Lincoln	4
Barnard Matthews	Hamilton	Burlington	<u>40</u>
TOTAL			59

I.7

DOLLAR VALUE OF BUILDING PERMITS  
ISSUED BY QUARTER FOR 1981

	<u>1979 TOTAL \$ VALUE</u>	<u>1980 TOTAL \$ VALUE</u>	<u>1981 TOTAL \$ VALUE</u>	<u>1981 IND. &amp; COMM. VALUE</u>	<u>1980 IND. &amp; COMM. %</u>	<u>1981 IND. &amp; COMM. %</u>
<u><b>ANCASTER</b></u>						
1st Quarter	1,339,056	2,281,251	1,558,700	146,900	1.88	9.42
2nd Quarter	3,134,840	4,196,536	4,820,944	149,014	41.88	3.09
3rd Quarter	1,785,438	3,492,600			3.16	
4th Quarter	<u>3,001,155</u>	<u>2,022,126</u>			<u>12.50</u>	
	9,260,489	11,992,513	6,379,644	295,914	14.86	4.64
<u><b>DUNDAS</b></u>						
1st Quarter	2,982,548	369,251	990,873	5,075	80.95	.51
2nd Quarter	2,928,133	640,070	1,727,698	51,400	9.71	2.98
3rd Quarter	1,043,654	418,755			14.16	
4th Quarter	<u>2,410,348</u>	<u>281,457</u>			<u>38.92</u>	
	9,364,683	1,709,533	2,718,571	56,475	35.94	2.08
<u><b>FLAMBOROUGH</b></u>						
1st Quarter	1,083,900	517,450	1,612,462	262,200	45.54	16.26
2nd Quarter	2,794,755	1,677,266	5,003,030	215,400	17.47	4.31
3rd Quarter	3,255,632	2,990,069			9.18	
4th Quarter	<u>1,161,850</u>	<u>2,202,218</u>			<u>13.28</u>	
	8,296,137	7,387,003	6,615,492	477,600	21.37	7.22
<u><b>GLANBROOK</b></u>						
1st Quarter	442,269	542,718	403,400	92,800	77.78	23.00
2nd Quarter	846,957	1,456,743	684,180	64,500	8.97	9.43
3rd Quarter	497,676	1,069,622			20.94	
4th Quarter	<u>482,271</u>	<u>178,820</u>			<u>15.66</u>	
	2,269,173	3,247,903	1,087,580	157,300	30.84	14.46

DOLLAR VALUE OF BUILDING PERMITS  
ISSUED BY QUARTER FOR 1981 (contd.)

	<u>1979 TOTAL \$ VALUE</u>	<u>1980 TOTAL \$ VALUE</u>	<u>1981 TOTAL \$ VALUE</u>	<u>1981 IND. &amp; COMM. VALUE</u>	<u>1980 IND. &amp; COMM. %</u>	<u>1981 IND. &amp; COMM. %</u>
<u>STONEY CREEK</u>						
1st Quarter	7,742,590	2,671,900	3,979,900	262,600	9.57	6.60
2nd Quarter	8,797,590	6,076,840	14,911,950	1,479,400	23.50	9.92
3rd Quarter	7,427,220	6,957,850			15.62	
4th Quarter	<u>4,366,850</u>	<u>7,033,050</u>			<u>59.68</u>	
	28,334,250	22,739,640	18,891,850	1,742,000	27.09	9.22
<u>HAMILTON</u>						
1st Quarter	21,015,291	22,418,260	25,353,105	12,988,401	72.52	51.23
2nd Quarter	20,440,558	42,631,813	33,408,938	18,612,357	81.09	55.71
3rd Quarter	15,059,118	24,913,994			65.90	
4th Quarter	<u>24,918,518</u>	<u>29,786,166</u>			<u>69.14</u>	
	81,433,485	119,750,233	58,762,043	31,600,758	72.16	53.79
<u>REGIONAL TOTALS</u>						
1st Quarter	34,605,654	28,800,830	33,898,440	13,757,976	60.81	40.59
2nd Quarter	38,942,833	56,679,268	60,556,740	20,572,071	67.47	33.97
3rd Quarter	29,068,738	39,842,890			45.61	
4th Quarter	<u>36,341,745</u>	<u>41,503,837</u>			<u>61.38</u>	
	138,958,970	166,826,825	94,455,180	34,349,977	58.82	36.37

FIRMS NEW TO THE REGION

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
1. Acme Steel Co. 24 Lloyd Street Hamilton, Ontario (Q1)	Steel Service (Manufacturing)	1	300.00
2. Cole Sherman & Assoc. Ltd. 1011, 105 Main St. E. Hamilton, Ontario (Q2)	Engineering Consultants (Commercial)	5	900.00
3. Engine Sales & Service 2434 Barton Street East Hamilton, Ontario (Q1)	Motorcycles (Service)	4	2,000.00
4. Hess Concrete Stone Mach. 1262 Stonechurch Road Hamilton, Ontario (Q2)	Block production equipment (Manufacturing)	4	2,000.00
5. Home & Rural Appliance 317 Nash Road North Hamilton, Ontario (Q1)	Retail Appliances (Retail)	2	1,200.00
6. Lo Foods (Sobeys Stores) 1015 Barton St. E. Hamilton, Ontario (Q2)	Retail Grocers (Retail)	12	12,000.00
7. Procan Ltd. 419 Rennie Street Hamilton, Ontario (Q1)	Propane Conversion (Manufacturing)	6	800.00
8. The Office People 237 Locke Street South Hamilton, Ontario (Q1)	Office Products (Retail)	4	200.00
9. Velvet Ritz S.A. 150 Hempstead Hamilton, Ontario (Q2)	Velvet manufacturers (Manufacturing)	20	9,600.00
10. Norglass Fiberglass Co. 509 Arvin Avenue Stoney Creek, Ontario (Q2)	Automotive parts (Manufacturing)	2	900.00
11. Volcano Inc. 429 Dewitt Road Stoney Creek, Ontario (Q1)	Heating Equipment (Service)	3	600.00
TOTAL		63	30,500.00

I.9

FIRMS NEWLY FORMED

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
1. Ancaster Tool Co. Ltd. # 6, 701 Trinity Road Ancaster, Ontario (Q2)	General Machining (Manufacturing)	3	900.00
2. Flea Markets International Retail 210 Main Street East Hamilton, Ontario (Q1)		10	4,400.00
3. Hanmer Investigations 85 Cannon Street West Hamilton, Ontario (Q1)	Security Services	30	250.00
4. Lynfield Rubber 150 Hempstead Drive Hamilton, Ontario (Q1)	Protective Coatings (Manufacturing)	3	960.00
5. Moore Gallery 34 Hess Street Hamilton, Ontario (Q1)	Art Gallery	2	1,000.00
6. Price, Hay & Partners 180 Walnut St. S. Hamilton, Ontario (Q2)	Advertising (Service)	5	1,800.00
7. Solid Machine Shop 220 Hempstead Drive Hamilton, Ontario (Q1)	Machine Shop (Manufacturing)	3	960.00
8. Sons of Italy Senior Citizens' Complex Emerald Street North Hamilton, Ontario (Q1)	Seniors' Housing	2	N/A
9. Southern Pride Poultry 1 Hillyard St. Hamilton, Ontario (Q2)	Poultry Processing (Manufacturing)	6	4,000.00
10. Telsec Business Centres 100 Main St. E. Hamilton, Ontario (Q2)	Office Services (Service)	5	12,000.00

FIRMS NEWLY FORMED (contd.)

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
11. The Eliminator 928 Barton St. E. Hamilton, Ontario (Q2)	Energy conservation (Service)	3	860.00
12. Tim Horton Donut Ltd. 200 Barton Street East Hamilton, Ontario (Q1)	Franchise	15	3,500.00
13. John Georgakakas R. R. # 1 Smithville, Ontario (Q2)	Chicken processing (Manufacturing)	100	28,000.00
14. A-Fab 327 Hilton Drive Stoney Creek, Ontario (Q1)	Steel Fabricating	6	1,200.00
15. Flo Components Ltd. 530 Seaman Street Stoney Creek, Ontario (Q1)	Fluid Controls (Service)	3	200.00
16. Lincolnair Heating & Air Conditioning 326 Hilton Drive Stoney Creek, Ontario (Q2)	Manufacture and install control systems (Manufacturer)	27	3,000.00
17. Serv Steel Ltd. 530 Seaman Street Stoney Creek, Ontario (Q1)	Steel Fabricating (Manufacturing)	2	300.00
18. Stoney Creek Spring Service 443 Seaman St. Stoney Creek, Ontario (Q2)	Maintain Truck Springs (Service)	6	900.00
19. Unit Rebuild 335 Leaside Avenue Stoney Creek, Ontario(Q2)	Rebuild electrical motors (Service)	2	900.00
20. W. Austin Poultry Equipment Ltd. 513 Arvin Avenue Stoney Creek, Ontario (Q2)	Food processing equipment (Service)	1	900.00
TOTAL		234	65,960.00

I.10

INTERNAL MOVES

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
1. Barton Discount 2440 Barton Street East Hamilton, Ontario (Q1)	Retail	2	2,000.00
2. Beehive Arts 36 Hess Street Hamilton, Ontario (Q1)	Retail Crafts	0	600.00
3. Brytor International 709 Main St. W. Hamilton, Ontario (Q2)	Overseas importing & exporting (Service)	0	8,600.00
4. Canadian Centre for Occupational Health & Safety 250 Main St. E. Hamilton, Ontario (Q2)	Health & Safety Consultants (Service)	5	15,000.00
5. Co-Graphics 795 King Street Hamilton, Ontario (Q1)	Graphic Equipment (Service)	3	2,600.00
6. Colony Pine Ltd. 90 Adair Avenue Hamilton, Ontario (Q2)	Furniture (Manufacturing)	1	200.00
7. D.J. Westaway 50 Nebo Road Hamilton, Ontario (Q2)	Parts distribution for textile industry (Service)	0	1,800.00
8. Domglass Inc. 81 Lloyd St. Hamilton, Ontario (Q2)	Fibreglass moulding (Manufacturing)	50	28,800.00
9. Fortinos 399 Greenhill Avenue Hamilton, Ontario (Q1)	Supermarket (Retail)	61	10,000.00
10. Fox Refrigeration 50 Nebo Road Hamilton, Ontario (Q1)	Refrigeration Contractors (Service)	1	4,200.00

INTERNAL MOVES (contd.)

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
11. Hamilton Hydro Hempstead Drive Hamilton, Ontario (Q2)	Storage Yard (Service)	0	N/A
12. Hoffman Co.Ltd. 55 Hillyard St. Hamilton, Ontario (Q2)	Welding Shop (Service)	1	1,550.00
13. J.T. Donald Consultants Ltd. 190 Hempstead Dr. Hamilton, Ontario (Q2)	Construction consultants (Service)	1	900.00
14. Jewish Community Centre Macklin Street Hamilton, Ontario (Q2)	Senior Citizens	0	N/A
15. Moore Auto Supply 85 Queen St. N. Hamilton, Ontario (Q2)	Supply body work materials (Service)	0	2,100.00
16. Northern Performance 520 Parkdale Avenue N. Hamilton, Ontario (Q1)	Automotive Parts (Service)	1	1,500.00
17. Pacemaker Data 100 Main St. E. Hamilton, Ontario (Q2)	Computer system (Service)	10	1,200.00
18. Parkway Toyata 191 Centennial Pkwy. Hamilton, Ontario (Q2)	Auto dealership (Retail)	9	5,000.00
19. Roban Screen Print 40 Leeming Street Hamilton, Ontario (Q1)	Screen Printers (Manufacturing)	1	2,000.00
20. United Technology 618 Wentworth St. N. Hamilton, Ontario (Q2)	Steel fabricating (Manufacturing)	2	6,000.00

INTERNAL MOVES (contd.)

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
21. Dundas Tire Centres 380 Grays Road Stoney Creek, Ontario (Q2)	Tire Centre (Service)	18	4,800.00
22. E. N. Tool Supply Ltd. 367 Barton St. E. Stoney Creek, Ontario (Q2)	Tool & equipment supplier (Manufacturing)	3	1,900.00
23. Hamilton Plastic Fabricators 354 Dosco Dr. Stoney Creek, Ontario (Q2)	Plastic injection (Manufacturing)	0	5,000.00
24. Nella Cutlery Ltd. 350 Dosco Dr. Stoney Creek, Ontario (Q2)	Cutlery manufacturing	2	3,600.00
25. Overland Western Seaman Street Stoney Creek, Ontario (Q2)	Trucking Terminal (Service)	0	17,000.00
26. Stoney Creek Truck Centre 332 Jones Road Stoney Creek, Ontario (Q1)	Truck Repair (Service)	1	600.00
<b>TOTAL</b>		<b>172</b>	<b>126,950.00</b>

## I.11

NEW SPECULATIVE CONSTRUCTION

<u>COMPANY</u>	<u>LOCATION</u>	<u>APPROXIMATE NEW TAXES \$</u>
1. Hamilton General Homes 208 Ottawa Street North Hamilton, Ontario (Q1)	1180 Stone Church Road East	3,000.00
2. Regional Property Management 505 King St. W. Hamilton, Ontario (Q2)	New retail development	5,000.00
3. Mr. N. Canfono 460 York Blvd. Hamilton, Ontario (Q2)	New retail development	9,000.00
TOTAL		17,000.00

I.12

MAJOR EXPANSIONS-(OVER \$100,000.00)

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
1. Sandco Automotive Highway #6 Flamborough, Ontario (Q1)	Rocker Arms (Manufacturing)	28	14,000.00
2. Bridge & Tank Co. 390 Gage Avenue North Hamilton, Ontario (Q1)	Steel Products (Manufacturing)	50	90,000.00
3. Burlington Steel Ltd. 319 Sherman Ave. N. Hamilton, Ontario (Q2)	Additions to steel mill (Manufacturing)	5	10,000.00
4. Famous Players Theatres Ltd. Limeridge Mall Hamilton, Ontario (Q2)	4-plex cinema (Service)	25	9,000.00
5. Ontario Auto Body Ltd. 322 Gage Ave N. Hamilton, Ontario (Q2)	New shop (Service)	2	5,000.00
6. Decor Precast Company 40 Idlewilde Stoney Creek, Ontario (Q1)	Concrete Products (Manufacturing)	10	4,000.00
TOTAL		120	132,000.00

I.13

SUMMARY OF FIRMS PLACED - 1981

	<u>NUMBER</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
Firms New to the Region	11	63	30,500.00
Firms Newly Formed	20	234	65,960.00
Internal Moves	26	172	126,950.00
Speculative Construction	3	N/A	17,000.00
Major Expansions	<u>6</u>	<u>120</u>	<u>132,000.00</u>
TOTAL	66	589	372,410.00

I.14

SUMMARY OF FIRMS PLACED BY MUNICIPALITY - 1981

	<u>1ST QUARTER</u>	<u>2ND QUARTER</u>	<u>TOTAL</u>
Ancaster	0	1	1
Dundas	0	0	0
Flamborough	1	0	1
Glanbrook	1	1	1
Hamilton	24	23	47
Stoney Creek	<u>7</u>	<u>9</u>	<u>16</u>
TOTAL	32	34	66

CONVENTIONS

III.1

COMPARISION REPORT OF CONFERENCES - CONVENTIONS  
FOR HAMILTON-WENTWORTH - 1980-1981

	<u>June 1980</u>	<u>June 1981</u>	<u>Increase over 1980</u>
No. of conferences	121	132	10 %
No. of delegates	63,320	64,625	2.1 %
Dollar value	14,729,000	15,112,250	2.6 %

	<u>Forecast for 1981</u>	<u>Todate % of Forecast 1981</u>
No. of conferences	155	85.2%
No. of delegates	74,500	86.8%
Dollar value	16,615,000	91.0 %

We are still confident that our forecast goal is attainable as moderate sized, last minute groups will book their meetings for the balance of 1981.

## II.2

SALES PROMOTIONS--APRIL - JUNE 1981

1. Toronto Weekly follow-up on Canadian and Ontario associations.
2. St. Catharines Presentation to Travel Consultants, Festival Country.
3. Kitchener Area associations contacted and presentations made to Travel Consultants, Festival Country.
4. Ottawa A total of 32 Canadian associations contacted.
5. New York City Canadian Government Office of Tourism Marketplace, contacted American associations and Travel Agents.
6. Cleveland Participated in Sports Show promotion.
7. Quebec City Skal Club bid for 1983 convention

## II.3

PROSPECTS FORWARDED--APRIL - JUNE 1981

1. A total of 14 prospective leads were forwarded to the Convention Centre.
2. Following the Canadian Government Office of Tourism Marketplace in New York City, area hotels and attractions were advised to contact 7 major Tour Bus Operators who expressed an interest in using Hamilton-Wentworth as a destination point in Canada.
3. The Canadian Government Office of Tourism requested a listing of conferences/conventions in Hamilton-Wentworth to forward to their offices in Europe that may be aware of associations interested in convening in Hamilton-Wentworth, Canada.

4. Gulf Canada requested a listing of conferences/conventions in Hamilton-Wentworth towards the possibility of supplying guest speakers.

A total of 238 associations were contacted during the period of April - June, 1981.

## II.4

### CONFERENCES

Attended a 3-day conference in Orillia April 2-5, 1981, with the Ontario Association of Convention Bureaux.

TOURISM

## III.1

TOURIST BOOTHS

During the months of May and June 1981, 12,897 people visited our four tourist information booths. Most of these people registered at the Royal Botanical Gardens booth, as it had been open since early May staffed by Lady Hamilton volunteers until June 20. Our other three tourist booths located at the African Lion Safari, Clappison's Corners and Confederation Park opened June 20, 1981.

## III.2

SALES PROMOTIONS

1. Canadian Government Office of Tourism Marketplace, Dearborn, Michigan, March 8-9, 1981. Travel agents and consumer show. Well attended.
2. 44th Annual American & Canadian Sport, Travel and Outdoor Show, Cleveland, Ohio, March 10-29, 1981. Consumer show, attended by 200,000 people and over 50,000 brochures distributed. Also while in Cleveland we gave a presentation on the Region to the Canadian Government Office of Tourism.
3. Canadian Government Office of Tourism, Buffalo and Rochester, NY., May 12-13, 1981. Met with group travel influencers and public consumer show. Approximately 4,000 brochures distributed.
4. Utica-Rome Bus Co. Familiarization Tour, May 6-7, 1981. Group leaders visited our area for the first time. Visited area attractions, restaurants and hotels.
5. Ethnic Editors Tour, June 1, 1981. Sponsored by the Ministry of Industry and Tourism, 42 editors from ethnic newspapers throughout Ontario visited the Region. An audio-visual presentation on the Region was shown and tourist literature distributed.
6. Michigan Auto Club Travel Counsellors Tour, June 2, 1981. 26 Michigan Auto Club travel counsellors visited the Region. An audio-visual presentation on the Region was shown and tourist literature distributed.

### III.3

#### GUIDED TOURS

Our department planned guided tours of the Region for 23 different bus tour groups during the period January - June, 1981.

### III.4

#### TOURISM AND ARTS

The Manager of the Department is currently serving as Chairman of Steering Committee of Tourism and Arts with The Arts Council of Bay Area.

### III.5

#### GERMAN TOURIST SEMINAR

Participated in German Tourist Council Seminar in Toronto May 14, 1981. Purpose to increase share of visitors from Germany.

WENTWORTH HERITAGE VILLAGE

IV.1

HIGHLIGHTS

The second quarter of 1981 was one of decisive change for the Village. Its very name was changed, with Council approval, from Wentworth Pioneer Village to Wentworth Heritage Village, more accurately reflecting the scope of the buildings and collections. Significant change similarly began to affect almost all aspects of the Village during this quarter.

IV.2

ADMINISTRATION

Just before the quarter began, the new Curator began work and just before the end of the quarter he and his family were able to move into the residence that had been constructed for them on Village property. The staff reorganisation that followed was at least temporarily aided by the approval of two additional grants to employ summer students, a Provincial Experience '81 grant for two summer cataloguers, and a Federal Canada Summer Youth grant for three artisan-interpreters to demonstrate crafts and skills. These two grants added \$12,726 to Regional revenues from the Village.

Volunteer help also increased dramatically, as a new organization, the Friends of the Village, was formed at a meeting in Hamilton on March 25. By the end of the quarter the first issue of the Friends' Newsletter, *The Villager*, had appeared, and eleven members of the group had taken a four-week course in interpretation during June. These and other Friends thereby facilitated the removal of at least some of the barriers in the buildings, thus making collections more accessible to the public. One of the friends even accompanied staff at her own expense to the Ottawa conference of the Canadian Museums Association, May 28 to June 1, and the Canadian Federation of Friends of Museums, May 30.

## IV.3

CAPITAL

After completion of the Curator's residence, the main improvement to the Village buildings was the provision of water facilities to the Tea Room. The holding tank, plumbing, hot water tank and sinks, along with a freezer, refrigerator and new counters, enable the Tea Room to meet health regulations fully, and to provide far better service to the public. On the grounds, boardwalks were installed over former concrete surfaces to improve the appearance and authenticity of the Village, and gates and fences built to better define public areas. A major problem remains that of office and work space; as a temporary solution the Region's Tourist Information Booths were utilized during this quarter and some unused space in the Toll Gate building was converted to a Curator's office.

## IV.4

OPERATING

The Attendance and Sales Report that follows indicates a 26% gain in total attendance and a 31% gain in visitor revenues, over last year to June 30. The season began several weeks earlier, on April 9, and included two Sunday presentations of an historical play, 1837, produced by the University of Waterloo Drama Department, in April. Daily public tours, a new attraction, were introduced on May 1 and both the Regional Chairman and the Mayor of Flamborough officiated at the Opening on May 10. Highest daily attendance was on Canada West Day, co-sponsored by the Canada West Historical Society on June 7, when 602 visitors entered. Later in June a new one-year pass, a decal to be affixed to the car, went on sale for \$10.

A publicity mailing list was established, and over 300 public service announcements were being mailed to the media weekly, with excellent results, until the mail strike. A new brochure was written and designed and a new Village emblem, featuring people in period costume, began to appear on Village T-shirts, bags and bumper stickers. A road signage programme of trailblazers was designed, but the problem of inadequate signage and lack of brochures at tourist points continued, for the present. Village staff manned booths at Eaton's Centre in Toronto for five days in May, at Leisure Showcase in the new Hamilton Convention Centre in June, and at various tourism shows in US cities, accompanying other Regional personnel, throughout the quarter.

On invitation from the Hamilton & Scourge Steering Committee of the City of Hamilton, the Curator attended the Second National Maritime Preservation Conference in Baltimore, MD. on behalf of that Committee. Village staff also arranged a display on the Hamilton & Scourge at the Leisure Showcase in June. The Curator and three other staff members (one part-time and two on the one-year Federal Canada Community Development Programme grant) represented the Village and the Region at the Canadian Museums Association conference in Ottawa.

A new monthly Profit and Loss statement will be instituted in the third quarter of 1981. It is expected that this system will provide the basis for tighter cost controls particularly in the inventory side of the business in 1982.

#### IV.5

##### ATTENDANCE AND SALES REPORT, TO JUNE 30, 1981 (compared to June 30, 1980)

	<u>To June 30, 1981</u>	<u>To June 30, 1980</u>	<u>% Difference</u>
<b>1. <u>Ticket Sales</u></b>			
Adults	1803	2232	
Students	94	94	
Children	318	362	
Seniors	329	201	
* Family	457	182	
** Decals	<u>20</u>	<u>--</u>	
<b>TOTAL</b>	<b>3021</b>	<b>3071</b>	<b>-2 %</b>
<b>2. <u>Tours</u></b>			
Adults	695	676	
Students	24	19	
Children	<u>2867</u>	<u>2972</u>	
<b>*** TOTAL</b>	<b>3586</b>	<b>3667</b>	<b>- 2 %</b>
No. of Tours	67	65	+ 3 %

3. Total Attendance

Adults (incl. seniors)	4056	3473	
Students	221	113	
Children	4404	3698	
Free Passes	<u>628</u>	<u>100</u>	
TOTAL	9309	7384	+ 26 %

4. Cash Receipts

Admissions	\$ 8215.00	\$ 6051.50	+ 36 %
Tours	\$ 2707.00	\$ 1705.00	+ 59%
Gift & book shop	\$ 5925.66	\$ 5049.15	+ 17 %
Tea Room/General store	<u>\$ 4741.75</u>	<u>\$ 3710.79</u>	+ 28 %
TOTAL	\$ 21,589.41	\$ 16,516.44	+ 31 %

\* The new Family Pass at \$ 6.00 was instituted in 1980 and has had a dramatic impact on the number of people attending the Village.

\*\* The Decal - \$10.00 for the season - was introduced in June 1981.

\*\*\* An aggressive programme of tours in conjunction with area school boards should result in an increase in tours in 1981 and the promotion being done with the American Bus Association, should have a dramatic impact on tours in 1982.

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